



boost™

A WISDOMTREE® Company

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# Short & Leveraged ETFs/ETPs Global Flows Report

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31<sup>st</sup> October 2014

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# Data, Methodology and Terms Used

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This report provides statistics of AUM, flows and related measures for short & leveraged ETFs/ETPs. Short & leveraged ETFs/ETPs are ETFs/ETPs whose leverage factor which respect to the underlying asset class is currently -1x or lower and +1.5x or higher. ETFs/ETPs which offer a non-leveraged exposure are not included in the analysis<sup>1</sup>.

Following are some definitions for the terms used in the analyses:

- **ETF/ETP** is used as a generic, interchangeable term to refer to ETF, ETP, ETN and ETC.
- **AUM or Assets** represents the assets under management in an ETF/ETP. For some ETFs/ETPs for which the AUM is not available, their market capitalisations have been used where possible<sup>2</sup>.
- **Asset Flow or Net Subscriptions**, is a measure representing the value of net subscriptions over the period, thus removing the effect of changes due to price.
- **Notional AUM** is the sum of the AUM in each ETP multiplied by the absolute value of its leverage factor, e.g. \$1 in a 3x long ETP or \$1 in a -3x short ETP is \$3 of Notional AUM in both cases.
- **Notional Flow** is the net subscriptions for each ETP multiplied by the absolute value of the leverage factor. Alternatively, it is the change in the Notional AUM that is not due to price changes.
- **Net Position** is the sum of the AUM in each ETP multiplied by its leverage factor (which may be either negative or positive). A negative figure indicates investors are net short.
- **Net Position Flow or Repositioning** is Notional Flow in long ETPs minus the Notional Flow in short ETPs. Alternatively, it is the change in the Net Position that is not due to price changes and indicates whether investors are bullish (net long) or bearish (net short) after taking leverage factor into account.
- **Average Investor Leverage** is calculated as the average leverage factor across all ETPs of a certain index / exposure and is weighted by the total AUM and leverage factor for each ETP. Average Investor Leverage is used as a proxy for overall investor sentiment with regard to an asset. It may be biased due to leverage factors on offer for each index / exposure<sup>3</sup>, and thus the change in Average Investor Leverage is the most relevant observation rather than the actual number.

All data provided in this report is sourced from calculations by Boost ETP, which are performed on underlying price, return, AUM, currency and market capitalisation data from Bloomberg®. Any fund description data is also obtained from Bloomberg. All data is as of 31<sup>st</sup> October 2014. All figures are denominated in USD.

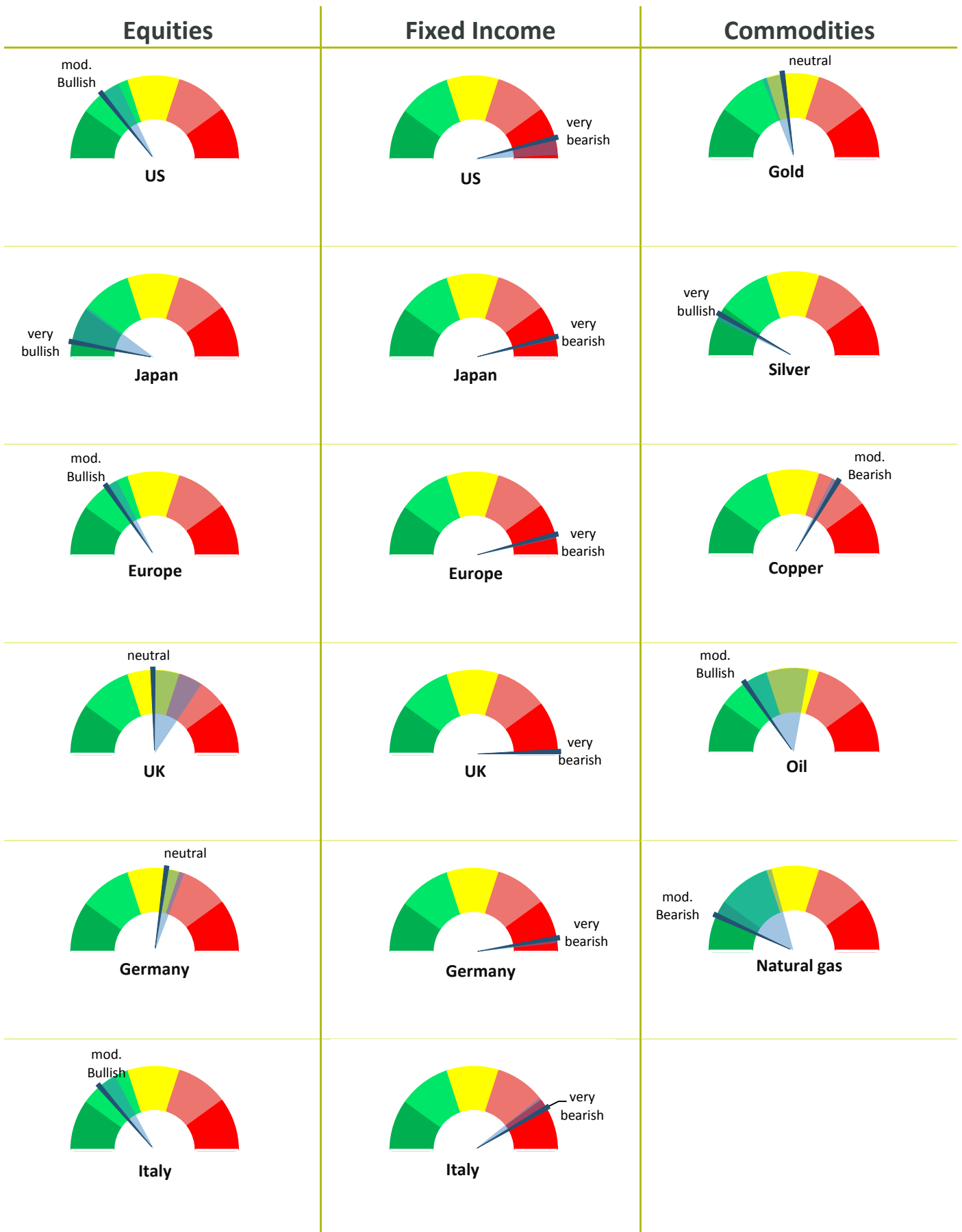
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<sup>1</sup> ETPs which are long-short or have a leverage factor lower than -3x or higher than 3x are included but grouped under "Other leverage" in this report.

<sup>2</sup> For a minority of short & leveraged ETFs/ETPs, neither the AUM nor the market capitalisation is available. The AUM data for these ETFs/ETPs, as well as all related statistics, as described above, are not included in the analyses presented.

<sup>3</sup> This bias may be exacerbated in cases of a limited offering of short & leveraged ETFs/ETPs on a particular asset class. For example, since non-leveraged ETFs/ETPs are not included in the analysis, in cases where only -1x and +1x ETFs/ETPs are offered on an asset class, the Average Investor Leverage will be -1.

# Boostometer - S&L Investor Sentiment Gauge\*



\* Based on notional AUM. The dial indicates sentiment of S&L investors as of last month and shaded area its change from previous month

## Global Assets Under Management

- The total global AUM of Short & Leveraged (S&L) ETPs at the end of October 2014 is \$61 billion, up 5.7% from the end of September and an increase of 5.5% from the end of December 2013.
- 45% of AUM is held in short products with leverage factors ranging between -1x to -3x. 55% of AUM is held in long products with leverage factors ranging between +1.5x to +3x. The leverage factor with the most assets is +2x, with 37% of AUM.
- In terms of S&L asset allocation, equity ETPs are the most popular with 69% of AUM, followed by debt with 17% and commodities with 6%. The remainder is allocated between currency and alternative ETPs.
- The largest individual S&L ETPs are short US government debt and leveraged US equities.

## Short & Leverage Equities: Global

- Currently there is \$42.2 billion of AUM held in S&L equity ETPs, an increase of 6.2% from September. 68% of equity ETPs globally is held in leveraged (long) ETPs, 32% in short ETPs.
- S&L equity ETPs have seen \$3 billion of inflows, overwhelmingly driven by investors buying long ETPs.
- AUM in S&L US equity ETPs (including Size and Style but excluding Sectors as objective<sup>4</sup>) at the end of May was \$16.5 billion. US sector focused equity ETPs had \$6.1 billion in AUM.
- The \$548 million redemptions in short ETPs and \$153 million creations in long ETPs tracking US equities underscored bullish repositioning in US equities by S&L investors in October.
- The largest inflows were in equity ETPs tracking Japan and South Korea, of US\$ 2 billion and US\$ 1 billion, respectively. Bullish repositioning in both countries was evident in the inflows into long ETPs overwhelming the outflows from short ETPs.

## Short & Leverage Equities: Europe

- Currently there is \$5.8 billion of AUM held in S&L equity ETPs tracking Europe, of which \$2.2 billion is tracking Europe as a region while \$3.6 billion tracks European country focused markets.
- Sentiment in European country focused equity markets was bullish, with European country focused equity ETPs having seen \$450 million inflows into long ETPs and \$239 million outflows from short ETPs on aggregate.
- German, French and Italian equity ETPs each saw outflows from short ETPs, to total \$170 million, at the same time that long ETPs saw inflows of a combined \$265 million.
- The European region focused equity ETPs had US\$ 164 million inflows, driven by S&L investors buying both long and short ETPs. A lack of conviction may have compelled S&L investors to hedge their long positions.

## Short & Leverage Debt: Global

- The AUM of S&L debt ETPs globally is currently \$10.3 billion and is down 1.7% from September and 9.5% from the end of December. With 94% of AUM held in short ETPs, S&L investors remain overwhelmingly bearishly positioned in debt.
- \$7.4 billion of ETPs track US focused debt, which is 72% of AUM tracking debt globally. This is followed by Europe with \$1.6bn, or a share of 16%, most of which is focused on German government debt. The remaining 12% of AUM in S&L debt ETPs is allocated in debt of Asia and Middle East.
- \$9.3 billion in debt ETPs is government debt and \$0.7 billion is corporate debt and preferred stock. The remaining \$0.3 billion in AUM is held as a blend of government and corporate debt and alternative (sector focused) debt.
- Contrarian positioning in Germany's record low bond yields drove the outflows from short ETPs tracking German debt, while volatile Italian debt markets compelled S&L investors to buy short Italian debt ETPs.
- Sentiment in US debt was bullish, as \$374 million inflows into long ETPs coincided with \$80 million outflows from short ETPs. Driving it was the dovish stance by the Fed on the release of disappointing US macro data.

<sup>4</sup> Size, Style and Sector are investment objective categories. Size is referred to as the categorization of securities by market capitalisation (large, mid and small-cap). Style is referred to as securities that are classified as capturing a value or growth proposition, or a blend of the two. Sectors are investment objectives focused on securities specific to one sector and which per asset class may have different sector classifications. For instance, equities capture sectors such as technology and energy, while fixed income sectors may include government and corporate.

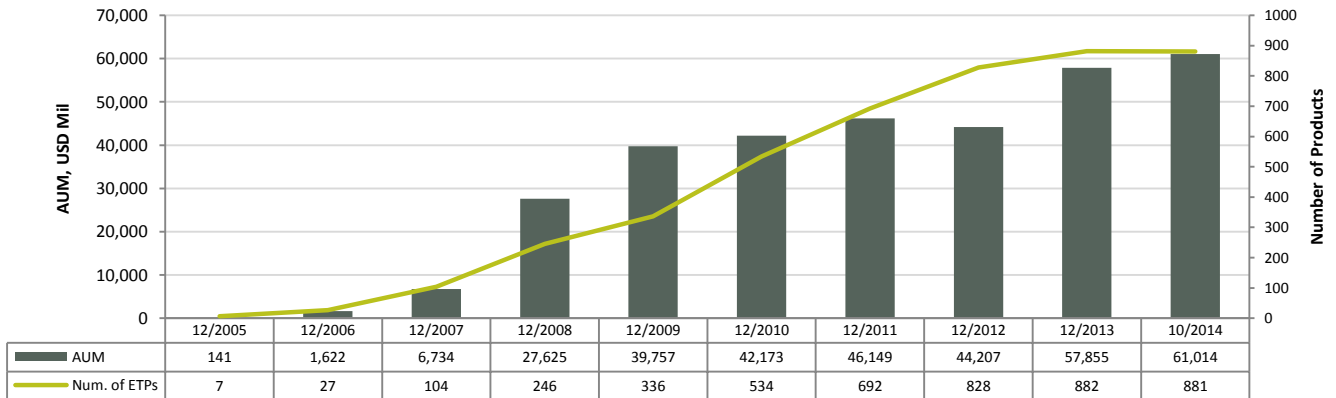
### Short & Leverage Commodities: Global

- S&L commodity ETPs are dominated by gold, silver, oil and natural gas, representing 90% of total AUM. Natural gas is the largest commodity ETP with \$1.1 billion in AUM, followed by oil with \$869 million. The 3<sup>rd</sup> and 4<sup>th</sup> largest commodity ETPs by AUM are silver with \$717 million and gold with \$698 million, respectively.
- AUM of S&L commodity ETPs rose 6.7% in October to \$3.8 billion and is up 1.2% since the end of December 2013. Driving the rise in assets was the volatility in energy markets as oil and natural gas futures fell sharply in October. The net inflows into oil and natural gas ETPs was a combined \$318 million.

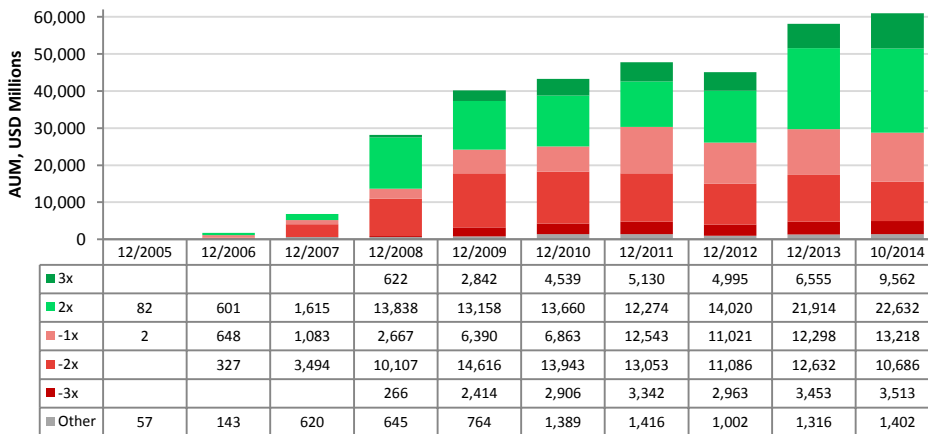
# Global Growth of S&L ETFs/ETPs



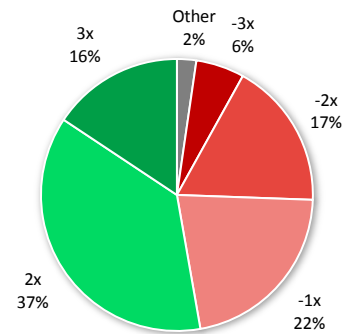
### AUM and Number of Products



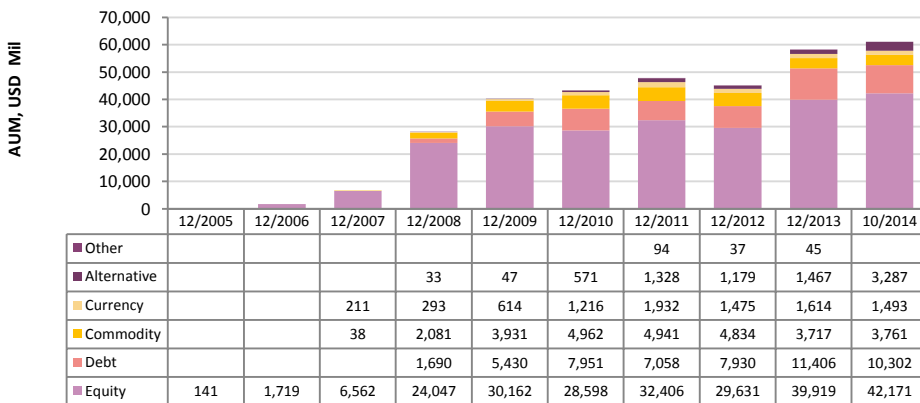
### AUM by Leverage Factor



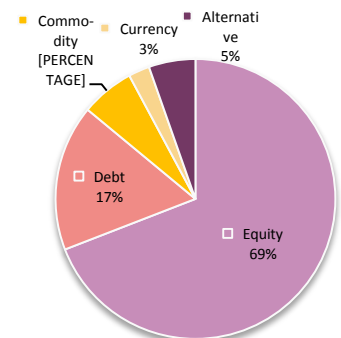
As of 31<sup>st</sup> October 2014



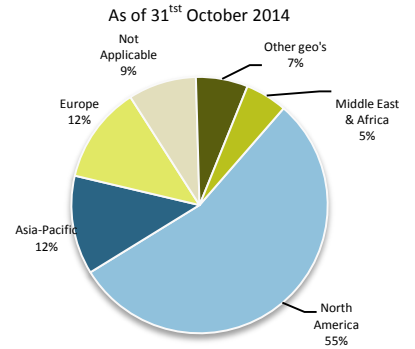
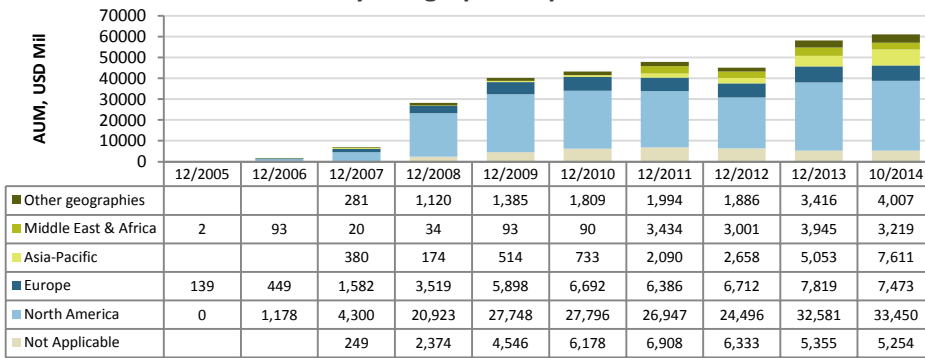
### AUM by Asset Class



As of 31<sup>st</sup> October 2014



## AUM by Geographic Exposure



## Top S&L ETFs/ETPs By Asset Class Focus and ETF/ETP Domicile



	By AUM Showing 15 largest ETSPs by AUM		By Past Month's Asset Flows Showing 15 largest asset flows in the past month		By YTD Asset Flows Showing 15 largest asset net flows YTD	
	ETF / ETP	AUM	ETF / ETP Name	Asset Flow	ETF / ETP Name	Asset Flow
Equities Domiciled in N. America	ProShares Ultra S&P500	2,303	Direxion Daily S&P 500 Bull 3X	223	ProShares Short S&P500	464
	ProShares Short S&P500	1,668	ProShares UltraPro QQQ	210	Direxion Daily Junior Gold Miners Index Bull	371
	FI Enhanced Global High Yield ETN	1,491	Direxion Daily Gold Miners Bull 3x Shares	179	ProShares UltraPro QQQ	275
	Direxion Daily Financial Bull 3X Shares	1,463	ProShares UltraPro S&P 500	145	ProShares UltraPro Short QQQ	264
	ProShares UltraShort S&P500	1,244	Direxion Daily Financial Bull 3X Shares	92	ProShares UltraShort S&P500	249
	Direxion Daily Small Cap Bull 3X Shares	1,205	ProShares Short QQQ	85	ProShares Short MSCI EAFE	246
	ProShares UltraPro QQQ	1,099	ProShares Ultra S&P500	82	ProShares Short QQQ	236
	ProShares Ultra QQQ	1,001	ProShares Short S&P500	69	ProShares UltraPro Short S&P 500	234
	ProShares UltraPro S&P 500	960	Direxion Daily Energy Bull 3X Shares	68	Direxion Daily Small Cap Bull 3X Shares	201
	FI Enhanced Europe 50 ETN	953	ProShares Short MSCI EAFE	67	Direxion Daily Russia Bull 3x Shares	197
ProShares Ultra Financials	855	Direxion Daily Gold Miners Bear 3x Shares	-95	Direxion Daily S&P 500 Bull 3X	184	
Direxion Daily S&P 500 Bull 3X	668	ProShares UltraShort S&P500	-221	ProShares Ultra Real Estate	-159	
Direxion Daily Small Cap Bear 3X Shares	606	ProShares Short Russell2000	-311	FI Enhanced Big Cap Growth ETN	-1,042	
ProShares Short Russell2000	570	ProShares Ultra Russell2000	-357	ProShares Ultra S&P500	-1,730	
Direxion Daily Gold Miners Bull 3x Share:	512	ProShares Ultra MidCap400	-642	ProShares Ultra MidCap400	-1,748	
Equities Domiciled in Europe	db x-trackers ShortDAX Daily UCITS ETF	436	Lyxor ETF Leverage CAC 40	79	db x-trackers - EURO STOXX 50 Short Daily UCITS ETF	148
	Lyxor ETF FTSE MIB Daily Leveraged	408	Lyxor ETF FTSE MIB Daily Leveraged	71	db x-trackers S&P 500 Inverse Daily UCITS ETF	65
	db x-trackers - EURO STOXX 50 Short Daily ETF	324	Lyxor ETF LevDAX	64	db x-trackers S&P 500 2x Inverse Daily ETF	54
	Lyxor ETF Leverage CAC 40	316	Lyxor ETF EURO STOXX 50 Daily Leverage	61	BNP Paribas Collateralized Tracker - X4 leverage on the Euro Stoxx50 Index	43
	Lyxor ETF LevDAX	290	XACT Bull 2	56	Lyxor ETF Ibox 35 Doble Apalancado Diario	37
	db x-trackers S&P 500 Inverse Daily ETF	278	db x-trackers - EURO STOXX 50 Short Daily UCITS ETF	50	Boost FTSE MIB 3x Leverage Daily ETF	36
	Lyxor ETF EURO STOXX 50 Daily Leverage	238	BNP Paribas Collateralized Tracker - X4 leverage on the Euro Stoxx50 Index	40	Lyxor ETF Leverage CAC 40	32
	BNP Paribas Collateralized Tracker - X4 leverage on the Euro Stoxx50 Index	184	Xact Derivative Bull	32	Lyxor ETF Daily Double Short SMI	28
	XACT Bull 2	155	db x-trackers S&P 500 Inverse Daily UCITS ETF	28	ComStage ETF ShortDAX TR	28
	LYXOR ETF CAC 40 Daily Double Short	146	Lyxor ETF Ibox 35 Doble Apalancado Diario	28	SpotR Bull OMXS30	-33
	Lyxor ETF FTSE MIB Daily Double Short XBear	140	Lyxor ETF Daily Shortdax x2	-21	db x-trackers Stoxx Europe 600 Banks Short Daily UCITS ETF	-38
	db x-trackers ShortDAX x2 Daily UCITS ETF	110	db x-trackers ShortDAX Daily UCITS ETF	-36	Lyxor ETF CAC 40 Daily Double Short	-38
	XACT Bull	100	Xact Derivat BEAR	-46	db x-trackers FTSE 100 Short Daily UCITS ETF	-43
	XACT Bear	97	Lyxor ETF FTSE MIB Daily Double Short XBear	-53	db x-trackers ShortDAX Daily UCITS ETF	-64
	ETF DAX 2x Short Fund	96	Lyxor ETF CAC 40 Daily Double Short	-69	XACT Bull	-70
Fixed Income Domiciled in N. America	ProShares UltraShort 20+ Year Treasury	3,932	ProShares Ultra 7-10 Year Treasury	363	ProShares UltraShort 20+ Year Treasury	1,034
	ProShares Short 20+ Year Treasury	1,442	ProShares UltraShort Lehman 7-10 Year Treas	19	ProShares Ultra 7-10 Year Treasury	410
	Direxion Daily 20 Year Plus Treasury Bear 3x Shares	528	iPath US Treasury 10-year Bear ETN	13	Direxion Daily 20+ Yr Treasury Bear 3x Shares	228
	ProShares Ultra 7-10 Year Treasury	385	Direxion Daily 20 Year Plus Treasury Bull 3x	7	ProShares UltraPro Short 20+ Year Treasury	63
	ProShares UltraShort Lehman 7-10 Year Treasury	308	ProShares UltraPro Short 20+ Year Treasury	7	ProShares UltraShort Lehman 7-10 Year Treasury	47
	ProShares UltraPro Short 20+ Year Treasury	117	ProShares Ultra 20+ Year Treasury	4	ProShares Short 20+ Year Treasury	39
	iPath US Treasury 10-year Bear ETN	105	iPath US Treasury Long Bond Bear ETN	3	Direxion Daily 20 Year Plus Treasury Bull 3x S	23
	ProShares Short High Yield	66	iPath US Treasury 5-year Bear ETN	2	iPath US Treasury 10-year Bear ETN	23
	ProShares Short 7-10 Treasury	66	iPath US Treasury 2-year Bear ETN	-2	ProShares Short High Yield	18
	Direxion Daily 20 Year Plus Treasury Bull 3x Shares	58	PowerShares DB 3x Italian Treasury Bond Fut	-3	PowerShares DB 3x Short 25+ Yr Treasury ETN	18
	Direxion Daily 7-10 Year Treasury Bear 3x Shares	55	ProShares Short 7-10 Treasury	-4	ProShares Ultra 20+ Year Treasury	13
	PowerShares DB 3x Short 25+ Year Treasury Bond ETN	52	Direxion Daily 20 Year Plus Treasury Bear 3x	-12	Direxion Daily 7-10 Year Treasury Bear 3x Sha	6
	PowerShares DB 3x Inverse Japanese Govt Bond Futures ETN	46	ProShares Short High Yield	-12	iPath US Treasury 2-year Bear ETN	4
	iPath US Treasury Long Bond Bear ETN	43	ProShares Short 20+ Year Treasury	-26	Direxion Daily Total Bond Market Bear 1x Sha	-5
	ProShares Ultra 20+ Year Treasury	39	ProShares UltraShort 20+ Year Treasury	-68	ProShares Short 7-10 Treasury	-8



	ETF / ETP		AUM	ETF / ETP Name		Asset Flow	ETF / ETP Name		Asset Flow
Fixed Income Domiciled in Europe	Lyxor ETF SGI Daily Double Short Bund		632	Lyxor ETF Daily Double Short BTP ETF		34.0	Commerzbank Bund-Future Short TR		227
	Commerzbank Bund-Future Short TR		315	db x-trackers Short iBoxx Euro Sovereigns		15.3	Lyxor ETF SGI Daily Double Short Bund		145
	Lyxor ETF Daily Double Short BTP ETF		224	db x-trackers II iTraxx Europe Subordinated F		7.3	Lyxor ETF Daily Double Short BTP ETF		78
	db x-trackers Short iBoxx Euro Sovereigns		171	db x-trackers II iTraxx Crossover Short Daily		7.2	AMUNDI Short US Treasury 7-10 DAILY		51
	AMUNDI ETF Short US Treasury 7-10		109	ComStage ETF Commerzbank Bund-Future Short TR		6.5	Commerzbank Bund-Future Double Short TR		38
	Commerzbank Bund-Future Double Short TR		78	db x-trackers II iTraxx Europe Short Daily UCI		4.3	db x-trackers II US TREASURIES SHORT DAILY I		36
	db x-trackers II US TREASURIES SHORT DAILY UCITS ETF		47	db x-trackers II US Treasuries Double Long		4.0	db x-trackers II iTraxx Europe Subordinated F		11
	db x-trackers II iTraxx Crossover Short Daily		34	Lyxor ETF Daily Leveraged Bund		3.0	db x-trackers II US TREASURIES DOUBLE SHOR		-10
	db x-trackers II US TREASURIES DOUBLE SI		23	db x-trackers II EUROZONE SOVEREIGNS DOU		1.1	db x-trackers Short iBoxx Euro Sovereigns		-13
	db x-trackers II iTraxx Europe Subordinat		21	db x-trackers II iTraxx Crossover 2x Short Dail		0.9	db x-trackers II iTraxx Crossover 2x Daily UCI		-15
	db x-trackers II UK GILTS SHORT DAILY ETF		20	db x-trackers II UK GILTS DOUBLE SHORT DAILY		-0.4	Commerzbank Bund-Future Strategie Levera		-17
	Lyxor ETF Daily Leveraged BTP		15	AMUNDI ETF SHORT GOVT BOND EUOMTS B		-0.9	db x-trackers UK GILTS Double Short Daily ETI		-24
	Commerzbank Bund-Future Leveraged		15	Amundi ETF Short Govt Bond Eur		-1.7	db x-trackers II UK GILTS SHORT DAILY ETF		-33
	db x-trackers II iTraxx Europe Short Daily		13	AMUNDI ETF Short US Treasury 7-10 Yr		-2.5	db x-trackers II iTraxx Crossover Short Daily L		-62
	Lyxor ETF Daily Leveraged Bund		10	Lyxor ETF SGI Daily Double Short Bund		-96.6	db x-trackers II iTraxx Europe 2x Daily UCITS I		-67

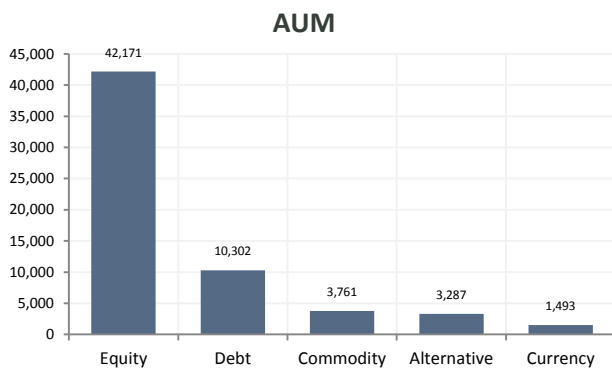
	ETF / ETP		AUM	ETF / ETP Name		Asset Flow	ETF / ETP Name		Asset Flow
Commodities	VelocityShares 3x Long Natural Gas ETN		534	VelocityShares 3x Long Natural Gas ETN		357	VelocityShares 3x Long Natural Gas ETN		500
	ProShares Ultra DJ-UBS Crude Oil		347	ProShares Ultra DJ-UBS Crude Oil		202	ProShares Ultra DJ-UBS Crude Oil		245
	ProShares Ultra Silver		328	Horizons BetaPro NYMEX Natural Gas Bull PlL		89	Horizons BetaPro NYMEX Natural Gas Bull Plus ETF		138
	Horizons BetaPro NYMEX NatGas Bull Plus		217	Horizons BetaPro NYMEX Crude Oil Bull Plus		87	Horizons BetaPro NYMEX Crude Oil Bull Plus ETF		101
	Horizons BetaPro NYMEX Crude Oil Bull Plus		163	ProShares Ultra DJ-UBS Natural Gas ETF		27	VelocityShares 3x Long Silver ETN		80
	ETFS Daily Short Gold		126	ETFS Daily Leveraged WTI Crude Oil		27	ETFS Daily Leveraged Wheat		44
	PowerShares DB Gold Double Long ETN		125	ETFS Daily Leveraged Natural Gas		19	Boost Natural Gas 3x Leverage Daily ETP		26
	VelocityShares 3x Long Silver ETN linked		118	PowerShares DB Gold Short ETN		16	VelocityShares 3x Inverse Natural Gas ETN		-30
	ProShares UltraShort DJ-UBS Crude Oil		114	ProShares UltraShort DJ-UBS Natural Gas ETF		-11	Horizons BetaPro NYMEX NatGas Bear Plus ETF		-34
	ProShares Ultra Gold		101	PowerShares DB Gold Double Long ETN		-11	ProShares UltraShort Gold		-45
	ETFS Daily Leveraged Natural Gas		97	PowerShares DB Crude Oil Double Short ETN		-35	ETFS Daily Leveraged Coffee		-46
	ProShares UltraShort Gold		89	Horizons BetaPro NYMEX Crude Oil Bear Plus		-55	ProShares UltraShort Silver		-61
	ProShares Ultra DJ-UBS Natural Gas ETF		87	Horizons BetaPro NYMEX Natural Gas Bear PI		-68	PowerShares DB Crude Oil Double Short ETN		-69
	VelocityShares 3x Inverse Natural Gas ETI		84	ProShares UltraShort DJ-UBS Crude Oil		-128	Horizons BetaPro NYMEX Crude Oil Bear Plus ETF		-128
	ETFS Daily Leveraged Silver		79	VelocityShares 3x Inverse Natural Gas ETN		-198	ProShares UltraShort DJ-UBS Crude Oil		-187

# Global Asset Allocation

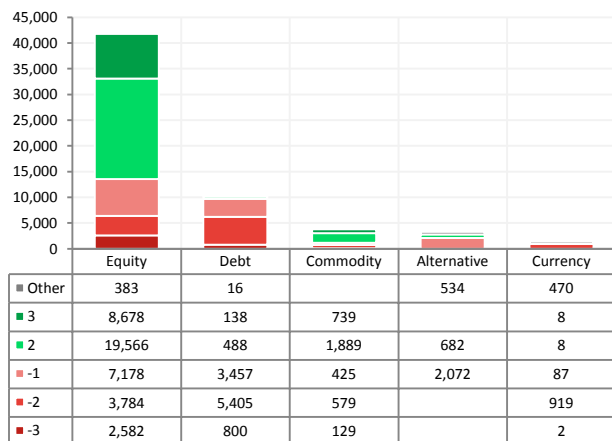


## Current Allocations

As of 31<sup>st</sup> October 2014; Figures in USD Mil.

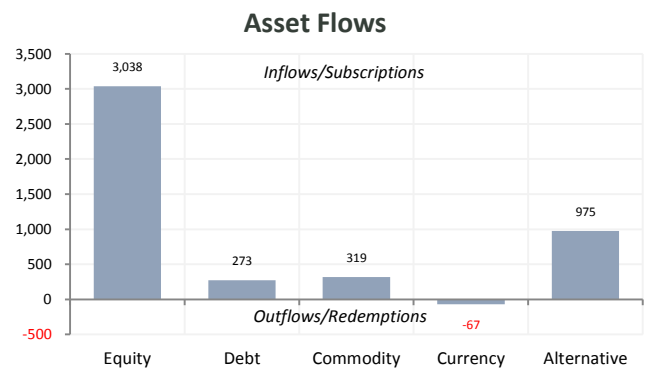


## AUM by Leverage Factor

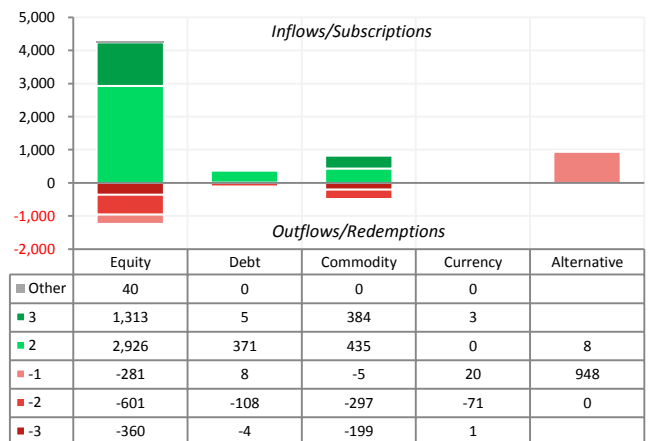


## October 2014 Flows

Over October 2014; Figures in USD Mil.

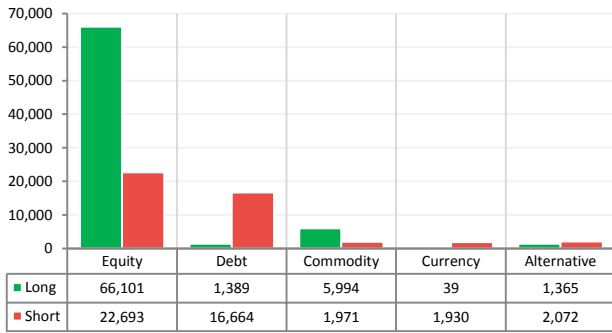


## Asset Flows by Leverage Factor



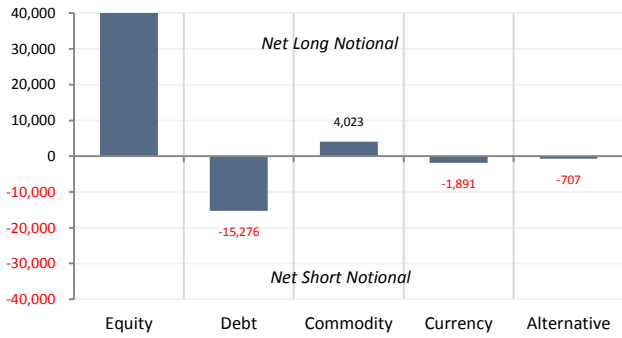
### Notional AUM

The sum of the AUM in each ETP multiplied by the absolute value of its leverage factor.  
E.g., \$1 of assets in a 3x leverage or a 3x short ETP equals \$3 of notional AUM



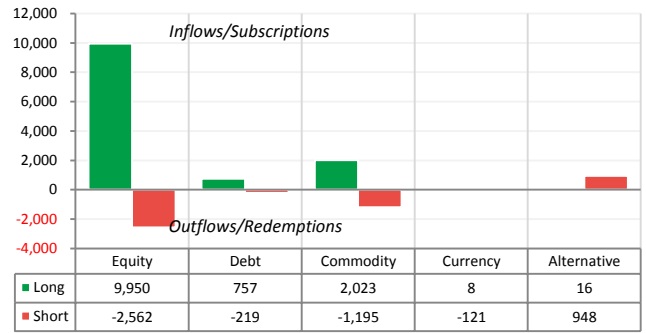
### Net Position

The notional AUM in long minus the notional AUM in short.  
A negative figure indicates investors are net short



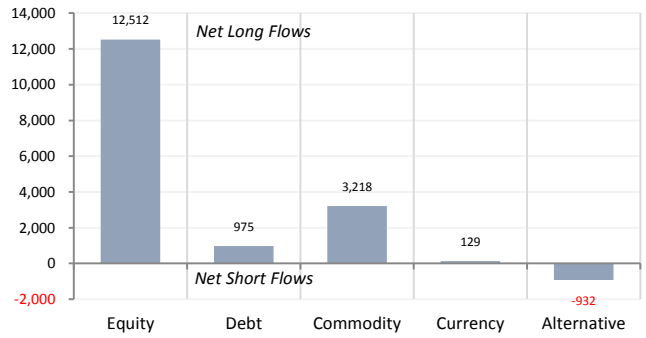
### Notional Flows

The net subscriptions for each ETP multiplied by the absolute value of its leverage factor.  
E.g., \$1 of outflows from a 3x leverage ETP equals -\$3 of notional flow



### Net Position Flows

The notional flow in long ETPs minus the notional flow in short ETPs.  
A negative figure indicates bearish asset flows



## Past Year

	<b>Cumulative Asset Flows</b> Cumulative over past 12 months; Figures in USD Mil Asset flows represent net subscriptions	<b>Cumulative Notional Flows</b> Cumulative over past 12 months; Figures in USD Mil Notional flows are the sum of net subscriptions for each ETP multiplied by its leverage factor	<b>Average Investor Leverage</b> Over past 12 months The average leverage employed by investors in S&L ETPs. A negative figure implies investors are net short
<b>Equities</b>			
<b>Fixed-Income</b>			
<b>Commodities</b>			

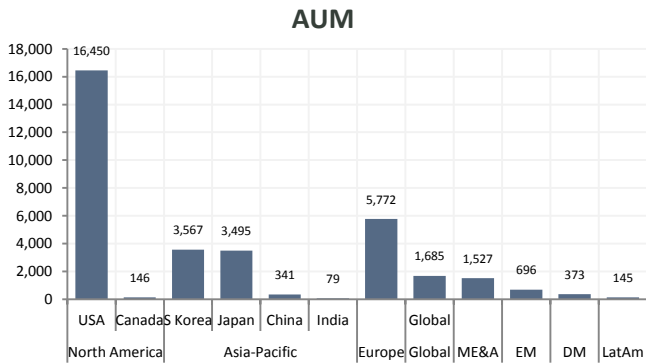
# Short & Leveraged Equities



ETPs Focused on Any Country or Region

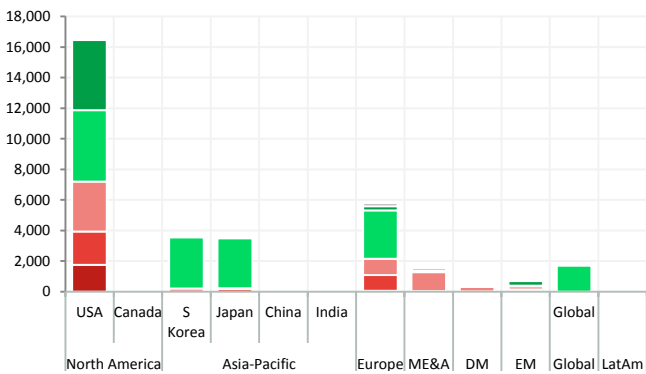
## Current Allocations

By Geographic Exposure; As of 31<sup>st</sup> October 2014; Figures in USD Mil.



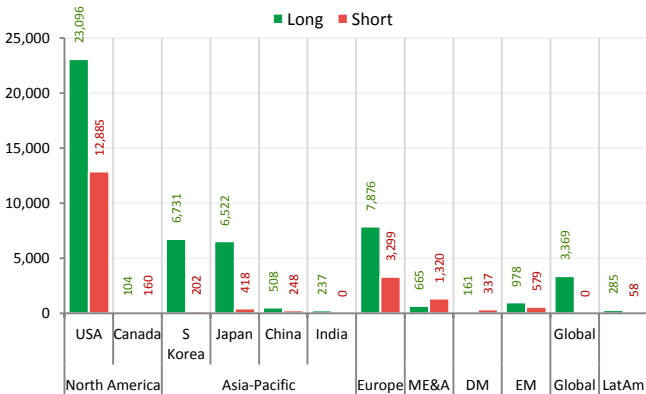
## AUM by Leverage Factor

Legend: -3, -2, -1, 2, 3, Other



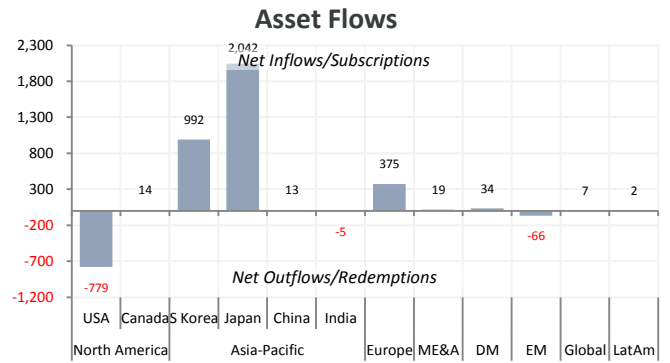
## Notional AUM

The sum of the AUM in each ETP multiplied by the absolute value of its leverage factor. E.g., \$1 of assets in a 3x leverage or a 3x short ETP equals \$3 of notional AUM



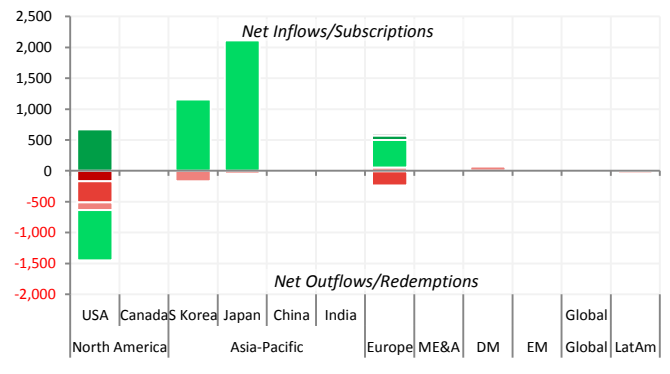
## October 2014 Flows

By Geographic Exposure; During October 2014; Figures in USD Mil.



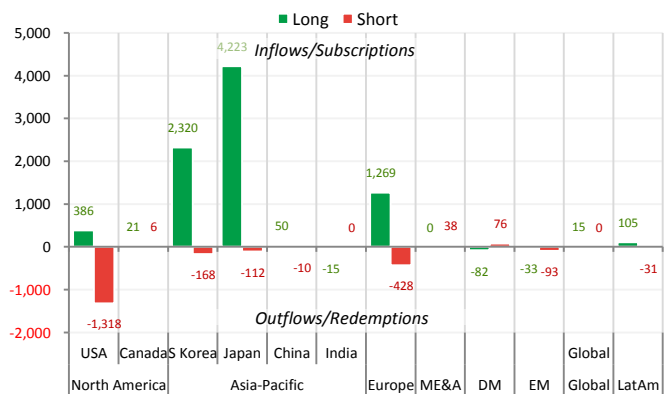
## Asset Flows by Leverage Factor

Legend: -3, -2, -1, 2, 3, Other



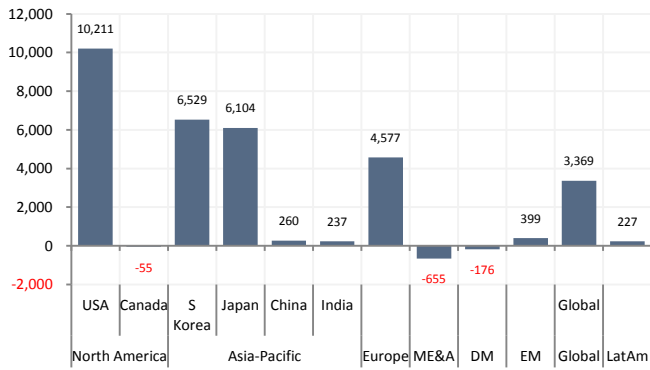
## Notional Flows

The net subscriptions for each ETP multiplied by the absolute value of its leverage factor. E.g., \$1 of outflows from a 3x leverage ETP equals -\$3 of notional flow



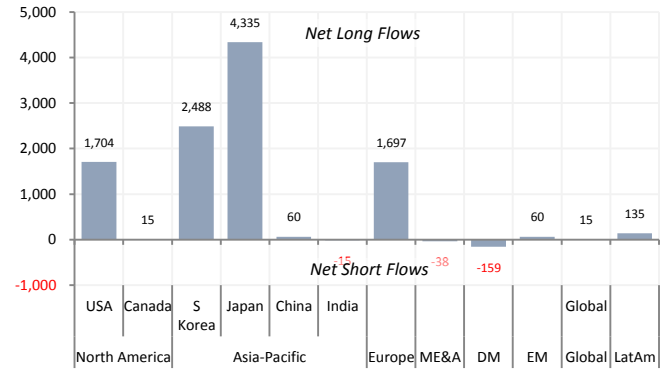
### Net Position

The notional AUM in long minus the notional AUM in short.  
A negative figure indicates investors are net short



### Net Position Flows

The notional flow in long ETPs minus the notional flow in short ETPs.  
A negative figure indicates bearish asset flows



## Short & Leveraged Equities

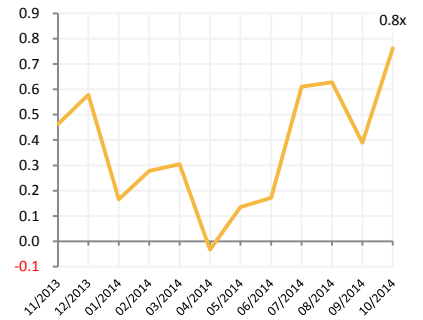
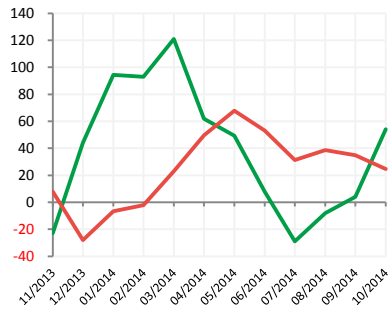
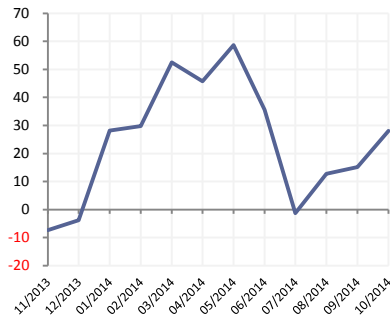
ETPs Focused on Any Country or Region



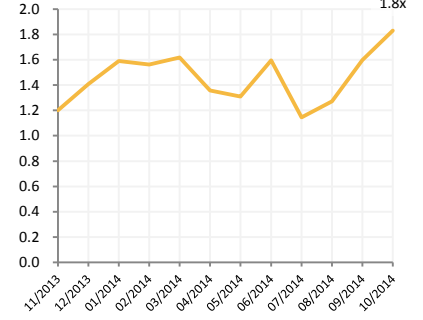
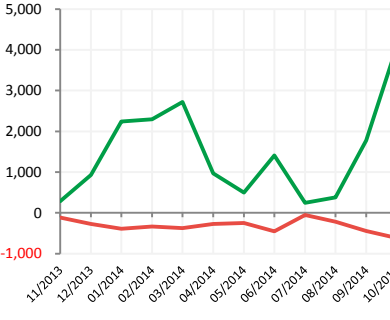
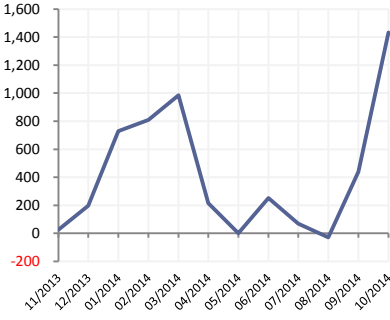
### Past Year

	<b>Cumulative Asset Flows</b> Cumulative over past 12 months; Figures in USD Mil Asset flows represent net subscriptions	<b>Cumulative Notional Flows</b> Cumulative over past 12 months; Figures in USD Mil Notional flows are the sum of net subscriptions for each ETP multiplied by its leverage factor	<b>Average Investor Leverage</b> During past 12 months The average leverage employed by investors in S&L ETPs. A negative figure implies investors are net short
<b>USA</b>			
<b>Japan</b>			
<b>Emerging Markets</b>			

# China



# South Korea



# Short & Leveraged Equities



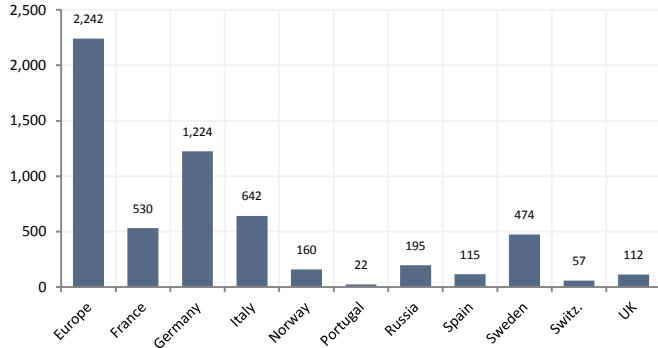
## ETPs Focused on European Countries or Europe

### Current Allocations

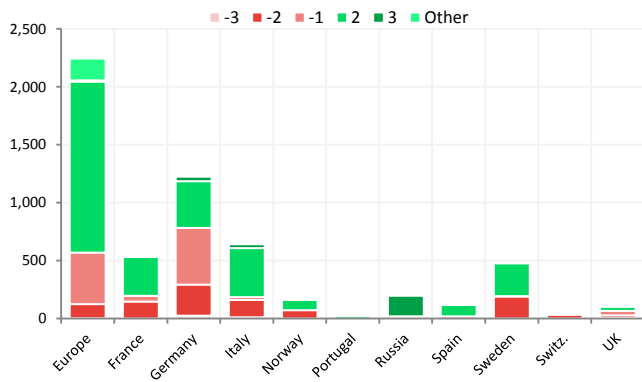
By Geographic Exposure; As of 31<sup>st</sup> October 2014; Figures in USD Mil.

#### AUM

Showing countries with AUM above \$10mm

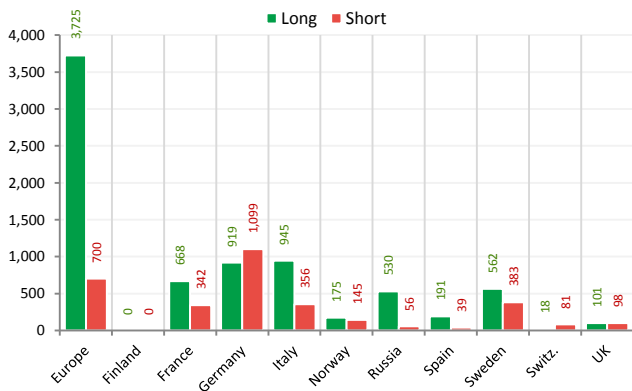


#### AUM by Leverage Factor



#### Notional AUM

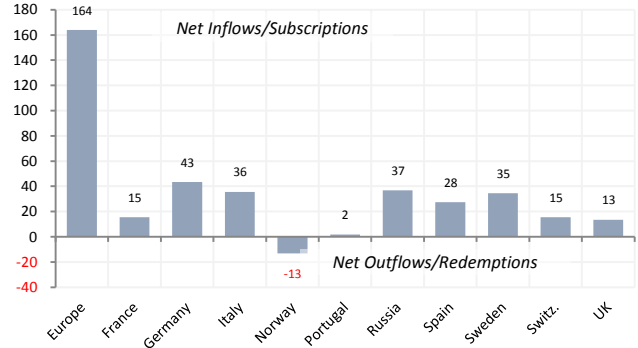
The sum of the AUM in each ETP multiplied by the absolute value of its leverage factor. E.g., \$1 of assets in a 3x leverage or a 3x short ETP equals \$3 of notional AUM



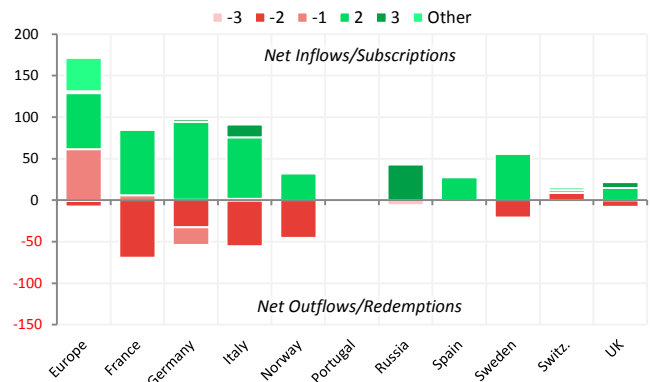
### October 2014 Flows

By Geographic Exposure; Over October 2014; Figures in USD Mil.

#### Asset Flows

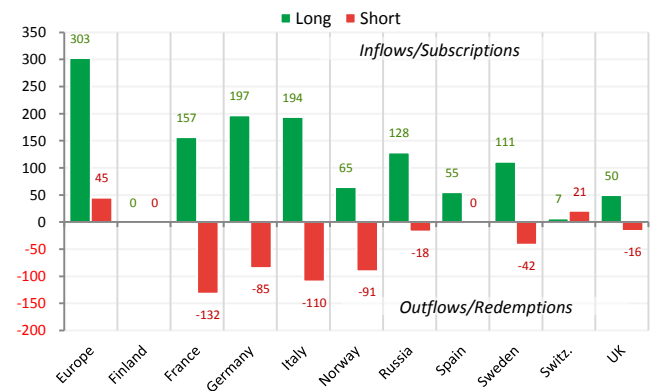


#### Asset Flows by Leverage Factor



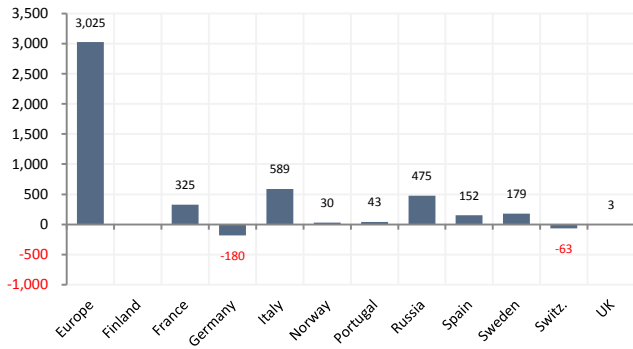
#### Notional Flows

The net subscriptions for each ETP multiplied by the absolute value of its leverage factor. E.g., \$1 of outflows from a 3x leverage ETP equals -\$3 of notional flow



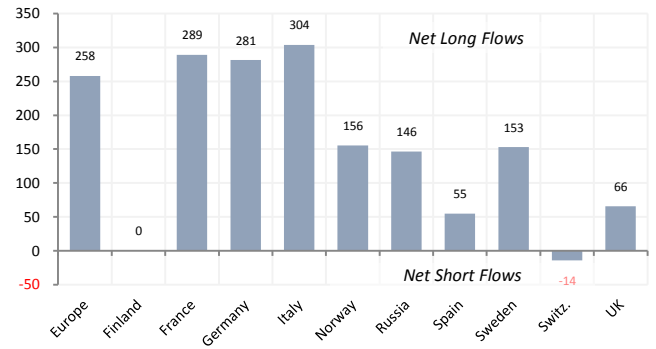
### Net Position

The notional AUM in long minus the notional AUM in short.  
A negative figure indicates investors are net short



### Net Position Flows

The notional flow in long ETPs minus the notional flow in short ETPs.  
A negative figure indicates bearish asset flows

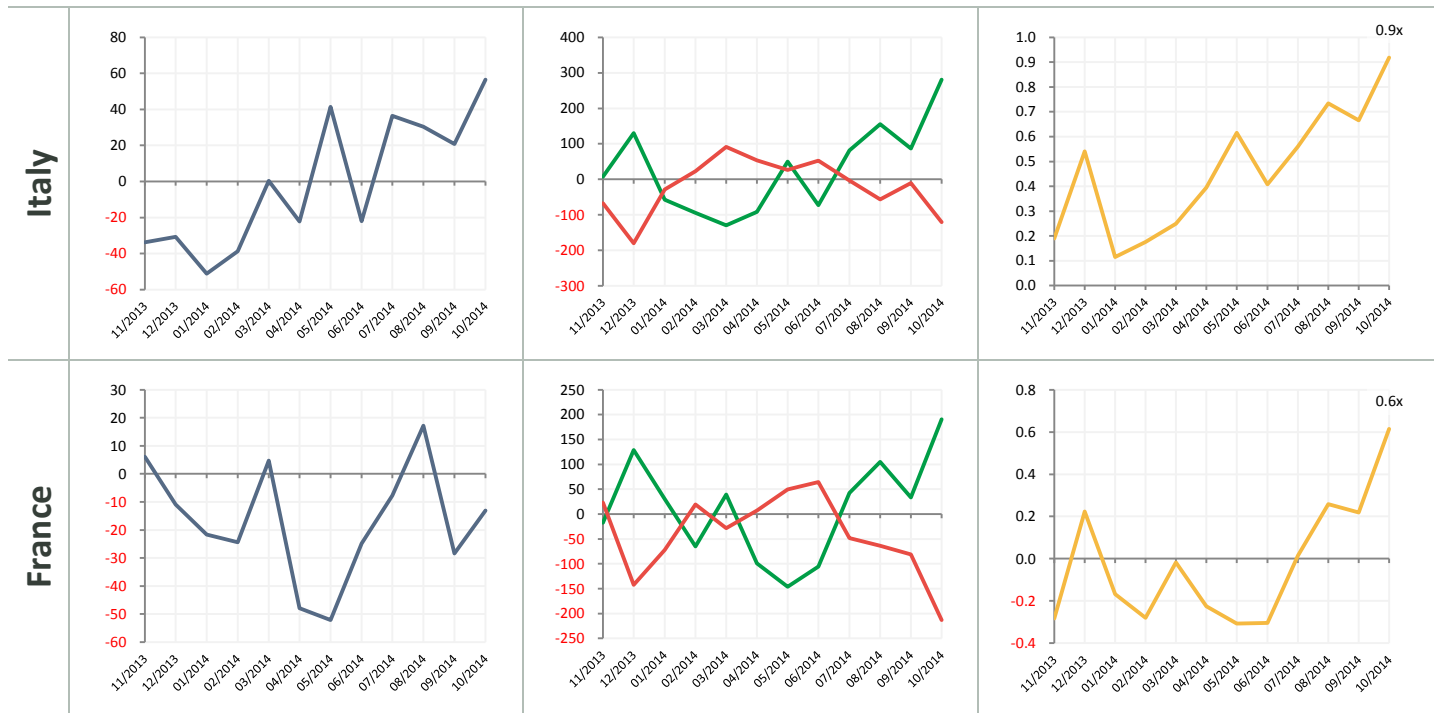


## Short & Leveraged Equities ETPs Focused on European Countries or Europe

### Past Year

	<b>Cumulative Asset Flows</b> Cumulative over past 12 months; Figures in USD Mil Asset flows represent net subscriptions	<b>Cumulative Notional Flows</b> Cumulative over past 12 months; Figures in USD Mil Notional flows are the sum of net subscriptions for each ETP multiplied by its leverage factor	<b>Average Investor Leverage</b> During past 12 months The average leverage employed by investors in S&L ETPs. A negative figure implies investors are net short
<b>Europe (Broad Exposure)</b>			
<b>UK</b>			
<b>Germany</b>			



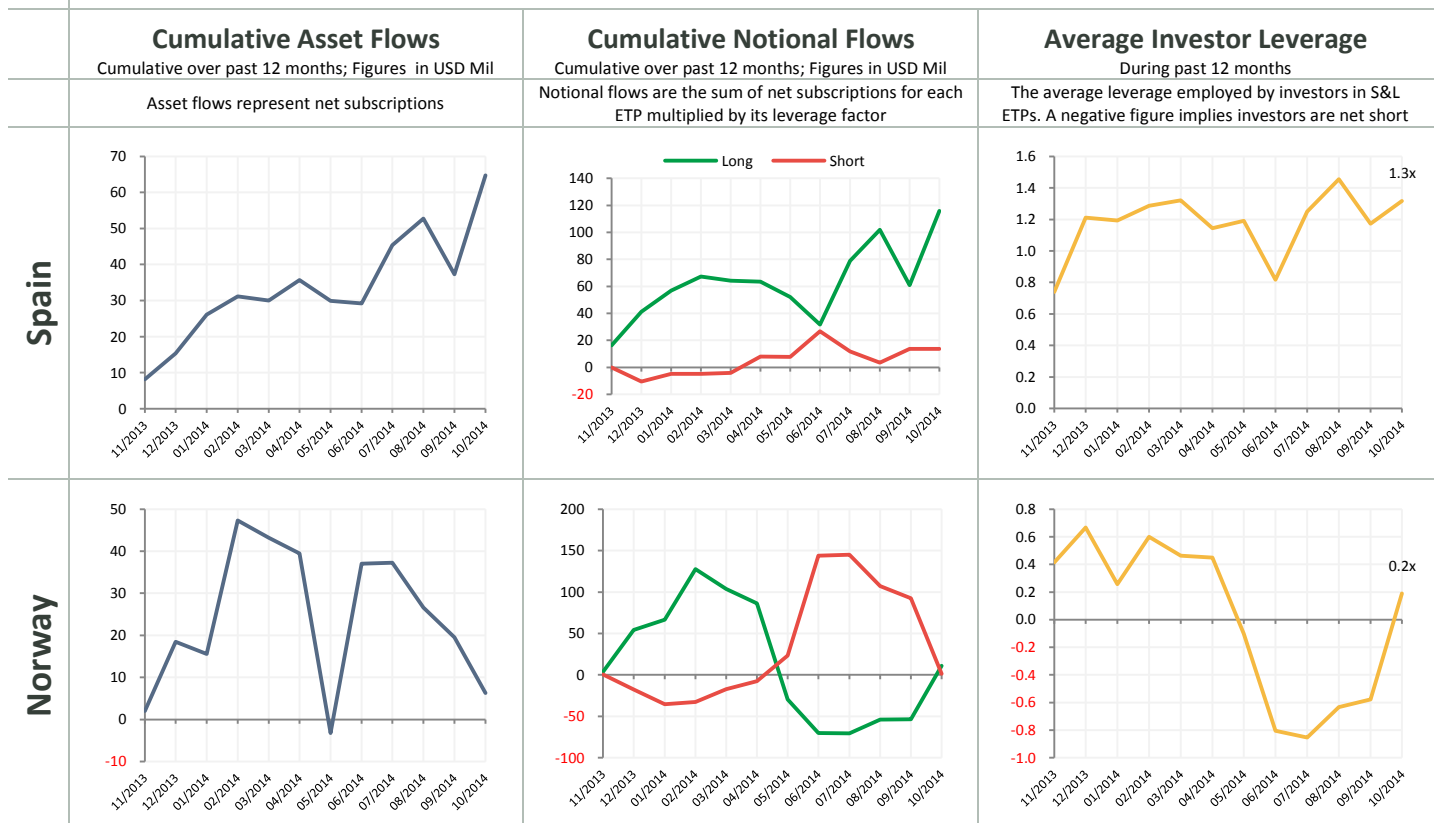


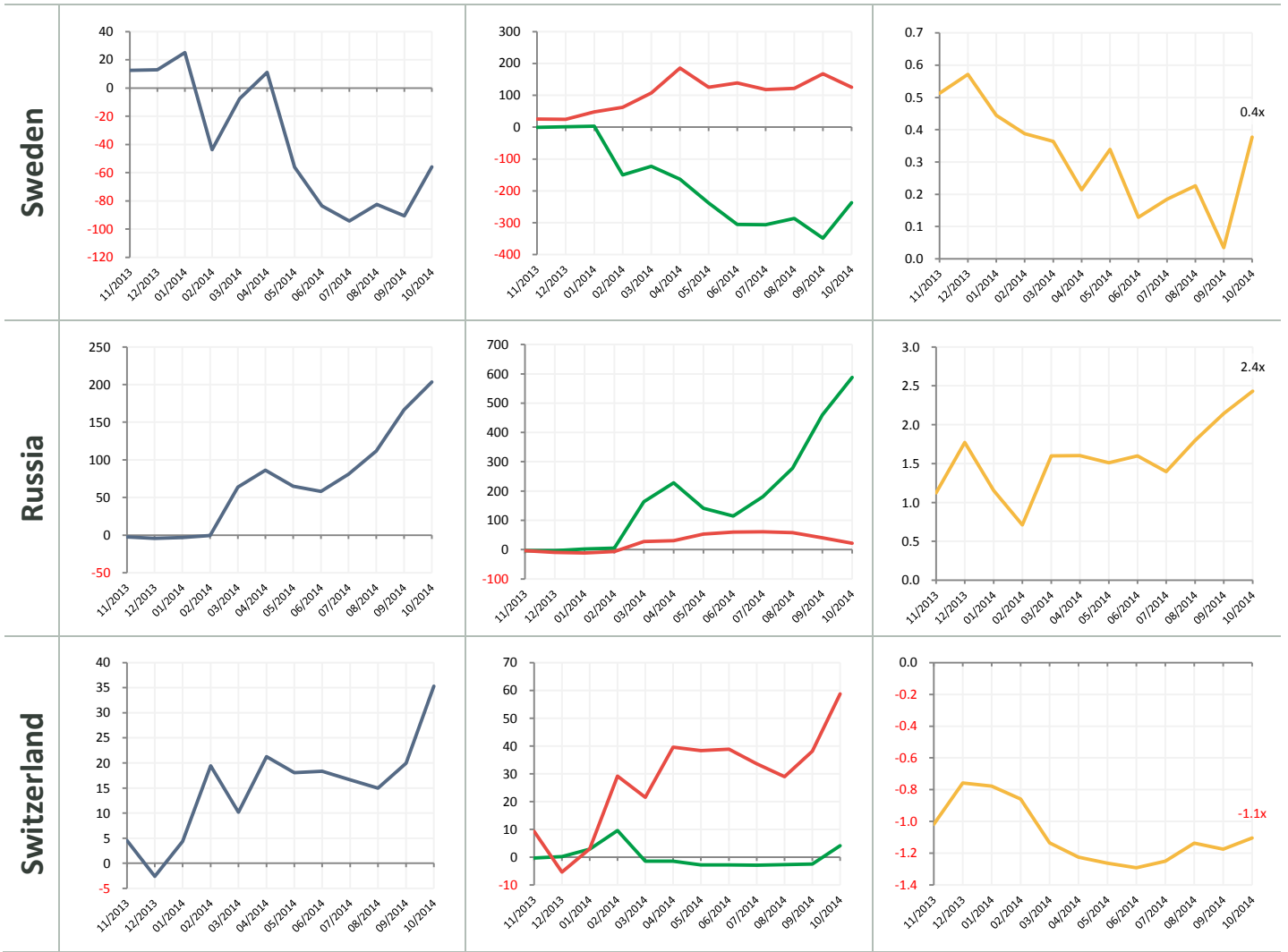
## Short & Leveraged Equities

### ETPs Focused on European Countries or Europe



### Past Year





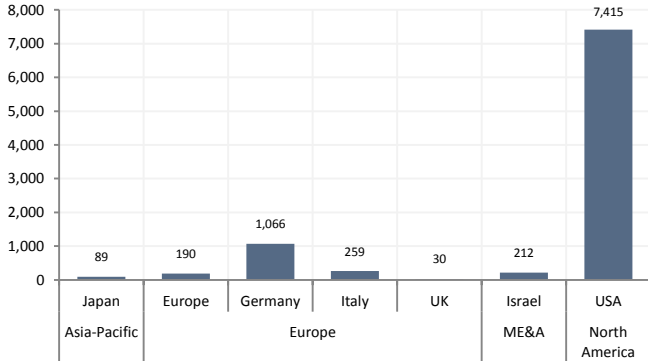
## Global

### Current Allocations

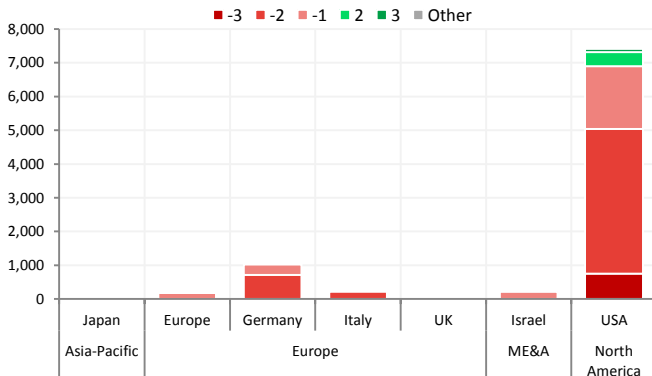
By Geographic Exposure; As of 31<sup>st</sup> October 2014; Figures in USD Mil.

#### AUM

Showing countries with AUM above \$10mm

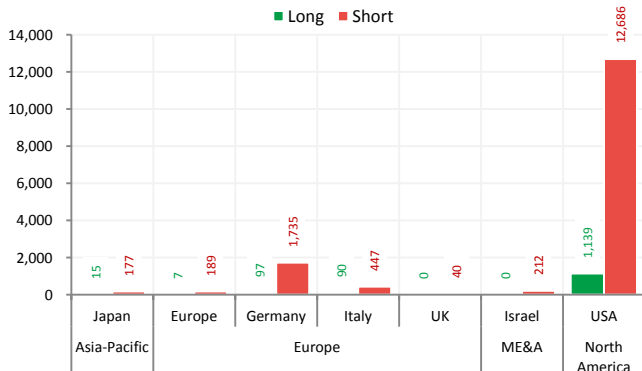


#### AUM by Leverage Factor



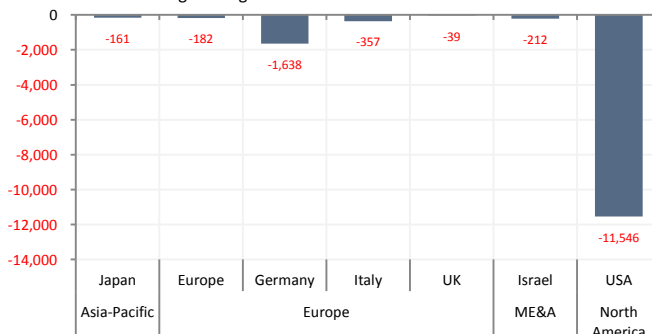
#### Notional AUM

The sum of the AUM in each ETP multiplied by the absolute value of its leverage factor. E.g., \$1 of assets in a 3x leverage or a 3x short ETP equals \$3 of notional AUM



#### Net Position

The notional AUM in long minus the notional AUM in short. A negative figure indicates investors are net short

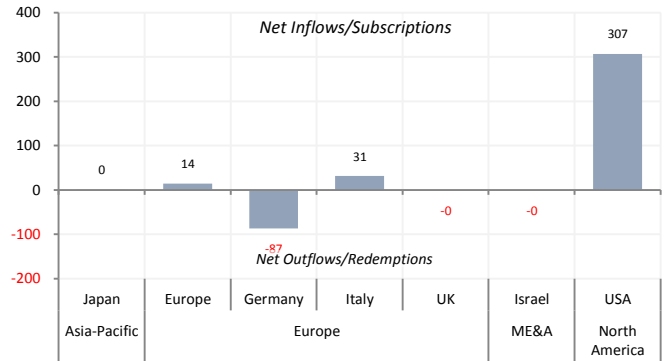


### October 2014 Flows

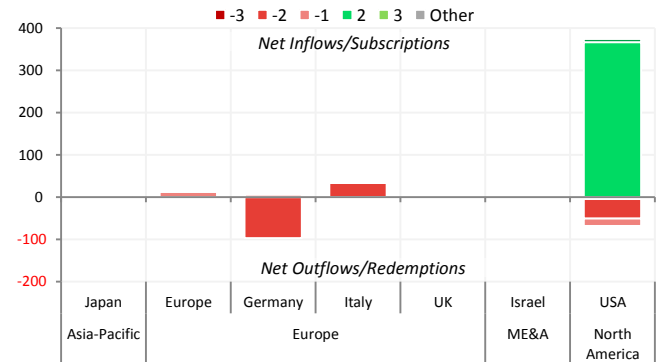
By Geographic Exposure; Over October 2014; Figures in USD Mil.

#### Asset Flows

Showing countries with inflows or outflows above \$1mm

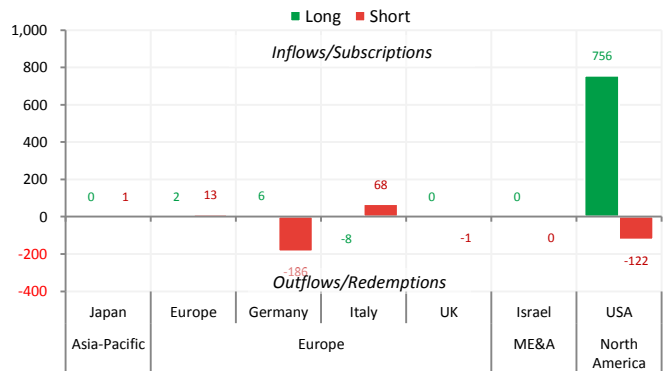


#### Asset Flows by Leverage Factor



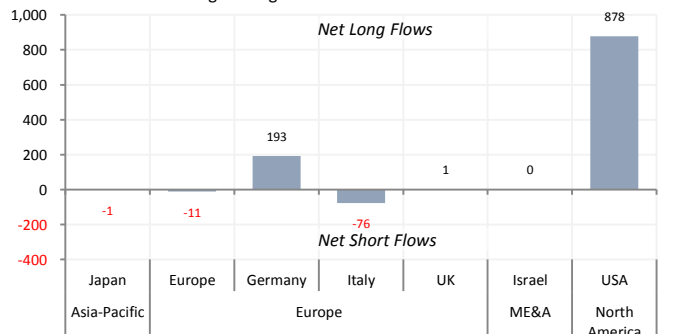
#### Notional Flows

The net subscriptions for each ETP multiplied by the absolute value of its leverage factor. E.g., \$1 of outflows from a 3x leverage ETP equals -\$3 of notional flow



#### Net Position Flows

The notional flow in long ETPs minus the notional flow in short ETPs. A negative figure indicates bearish asset flows



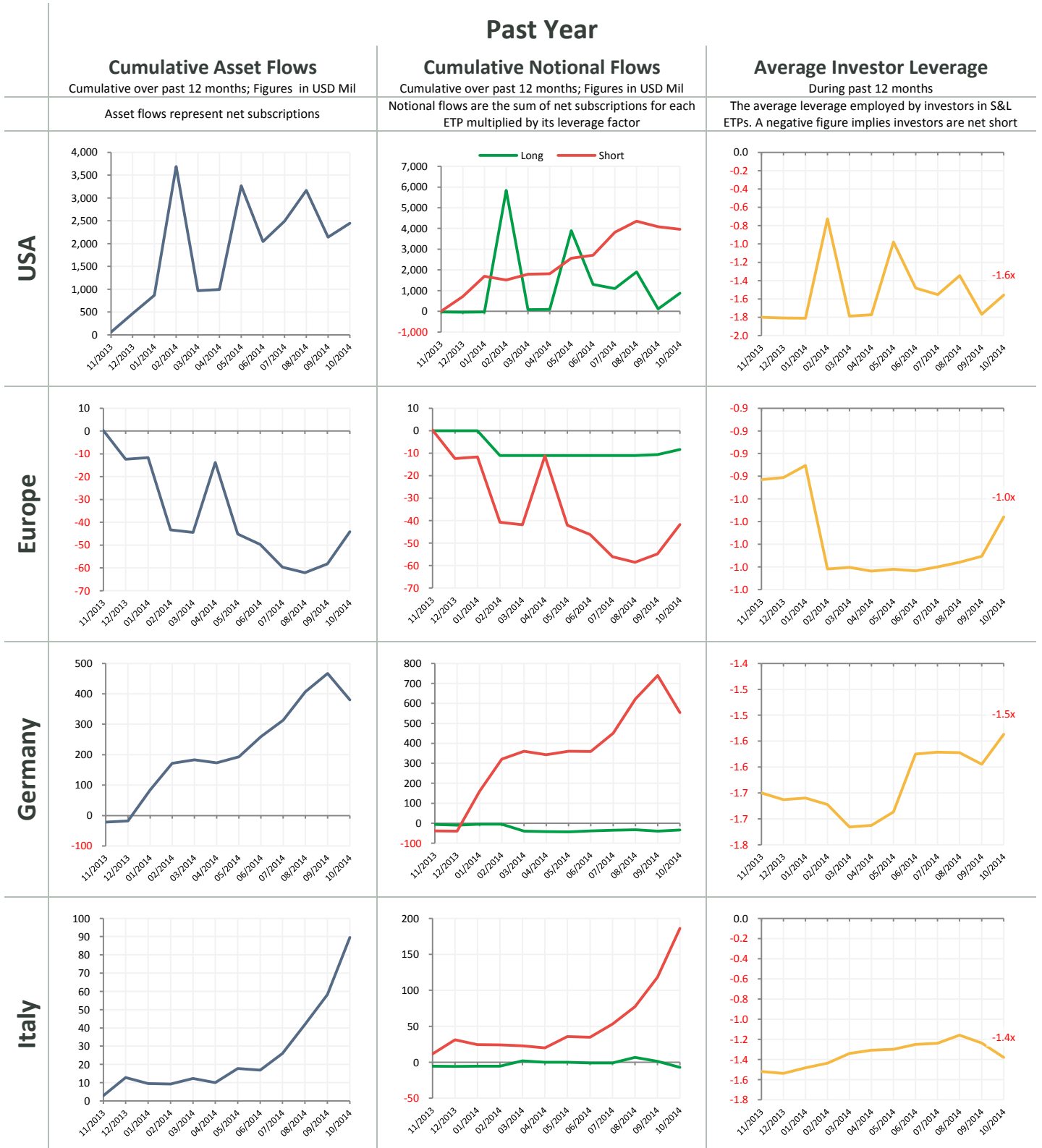


# Short & Leveraged Govt. Debt

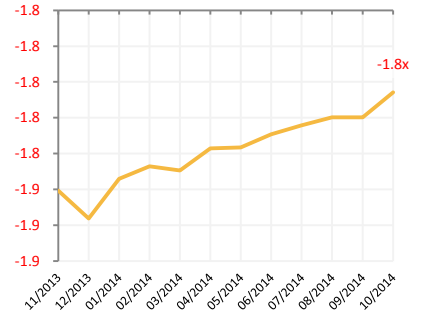
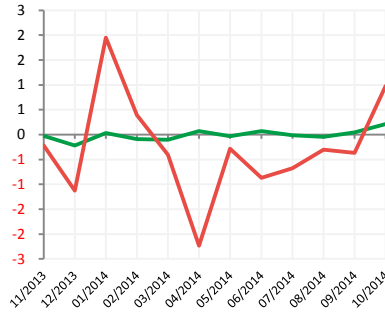
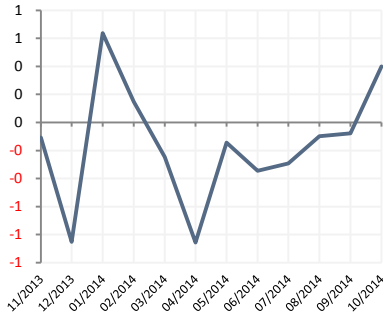
## Global



### Past Year



Japan



# Short & Leveraged Commodities



## Global

### Current Allocations

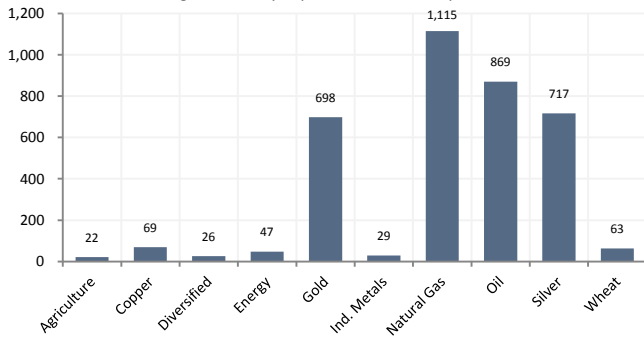
By commodity exposure; As of 31<sup>st</sup> October 2014; Figures in USD Mil;  
Showing the top 10 AUM commodity exposures

### October 2014 Flows

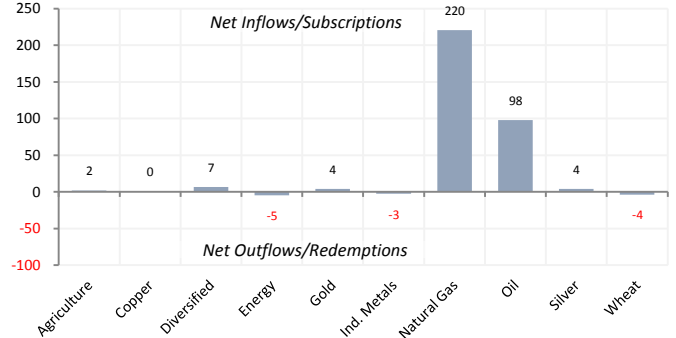
By commodity exposure; Over October 2014; Figures in USD Mil;  
Showing the top 10 AUM commodity exposures

#### AUM

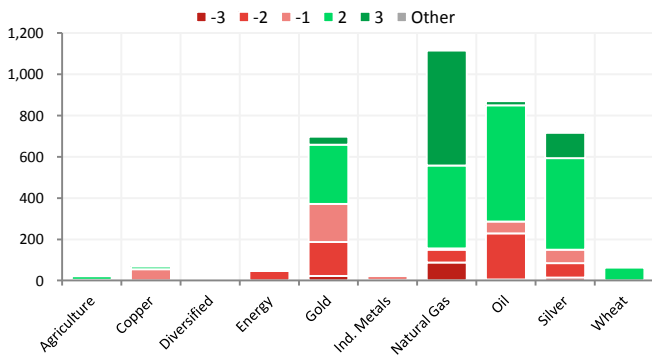
Showing commodity exposures with the top 10 AUMs



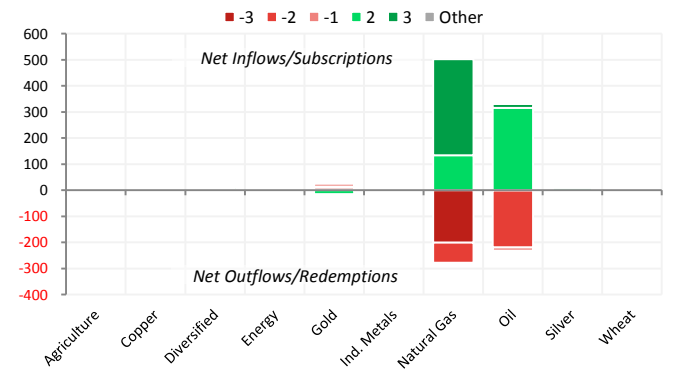
#### Asset Flows



#### AUM by Leverage Factor

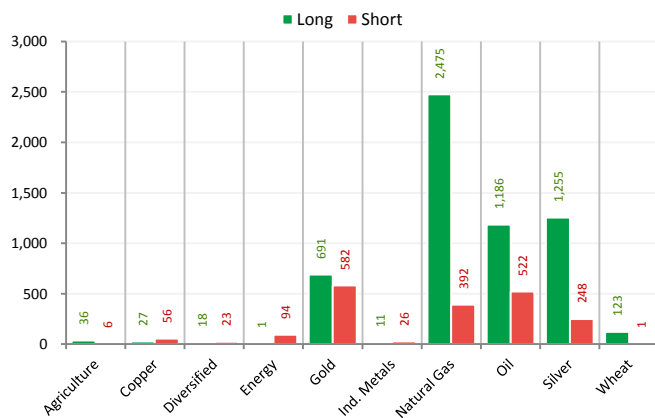


#### Asset Flows by Leverage Factor



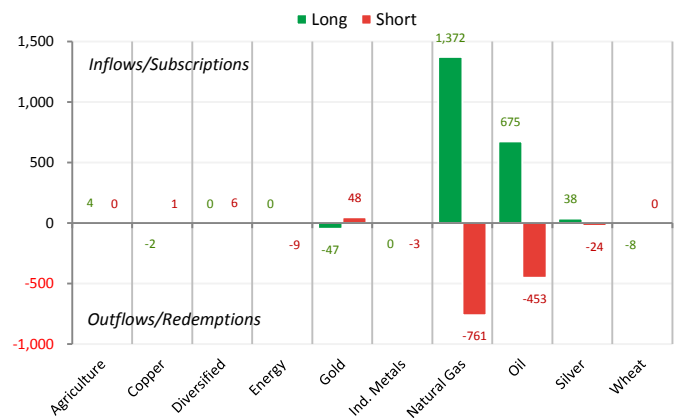
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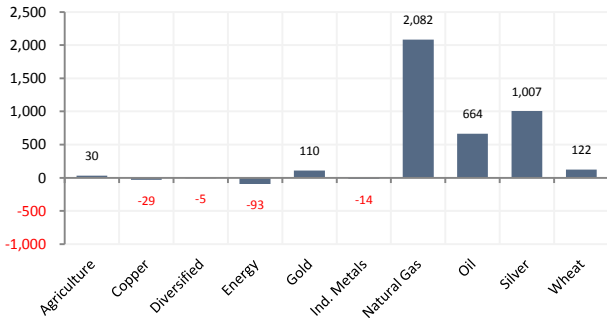
#### Notional Flows

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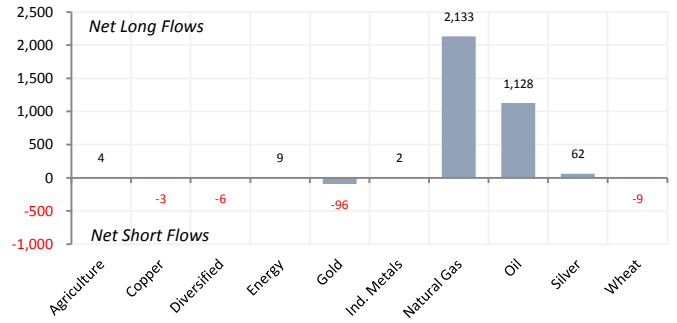
### Net Position

The notional AUM in long minus the notional AUM in short.  
A negative figure indicates investors are net short



### Net Position Flows

The notional flow in long ETPs minus the notional flow in short ETPs.  
A negative figure indicates bearish asset flows



## Short & Leveraged Commodities Global

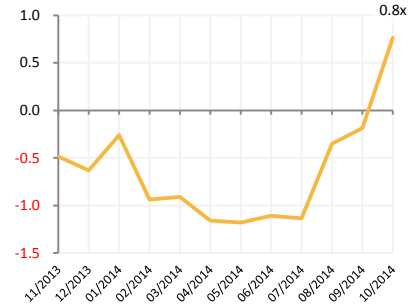
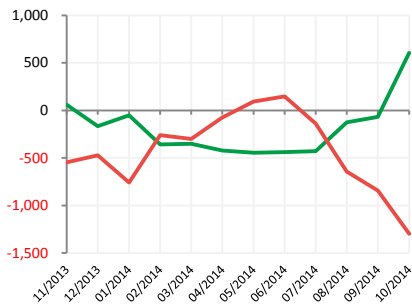
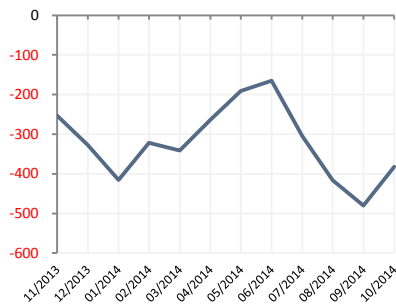


### Past Year

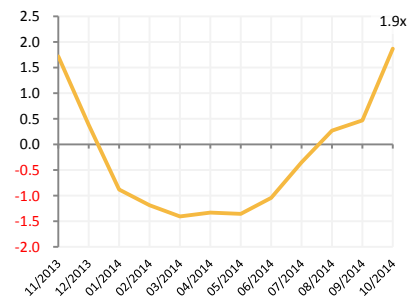
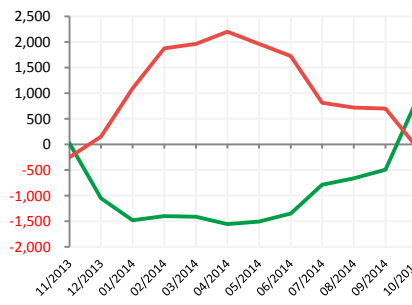
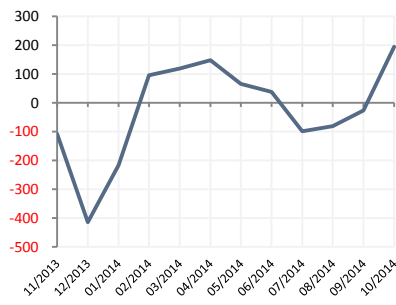
	<b>Cumulative Asset Flows</b> Cumulative over past 12 months; Figures in USD Mil Asset flows represent net subscriptions	<b>Cumulative Notional Flows</b> Cumulative over past 12 months; Figures in USD Mil Notional flows are the sum of net subscriptions for each ETP multiplied by its leverage factor	<b>Average Investor Leverage</b> During past 12 months The average leverage employed by investors in S&L ETPs. A negative figure implies investors are net short
<b>Gold</b>			
<b>Silver</b>			
<b>Copper</b>			



# Oil



# Natural Gas



All data provided in this report is sourced from calculations by Boost ETP, which are performed on underlying price, return, AUM, currency and market capitalisation data from Bloomberg®. Any fund description data is also obtained from Bloomberg. All data is as of 31<sup>st</sup> October 2014. All figures are denominated in USD.

# Boost Resources

## Educational Resources



All educational resources are available on Boost's website, and more resources are added all the time. You can find them under the "Resources" section. You may be required to register to the Boost website in order to download the full documents.



### ***Short & Leveraged ETF/ETP Advisor Tool Kit***

The Tool Kit has been designed to provide simple and easy to understand educational materials for anyone considering an investment in a short or leveraged ETF or ETP... [View page](#)



### ***Short/Leveraged ETF/ETP Simulator***

A downloadable spreadsheet illustrates how a short or leveraged daily ETP performs over a period of 11 days. It allows the user to select a leverage factor for a daily short or leveraged ETP and type in returns for an index for each one of 11 days to see how the short or leveraged ETP would perform. It also allows the user to select from three pre-defined scenarios of trending and volatile markets...

[Simulator page](#)



### ***Eight Things to Know About Leveraged & Short ETFs/ETPs & ETFs/ETPs***

Boost ETPs are trading instruments that need to be clearly understood before an investor should trade or invest. Once understood they are highly efficient tools that provide magnified long and short exposure in an efficient product wrapper. The following are eight key things to know about leveraged and short ETFs/ETPs & ETFs/ETPs... [View document](#)



### ***The Daily Compounding Effect***

Boost Short and Leverage Daily ETFs/ETPs are designed to track either a leveraged index or unleveraged index. In either case, the daily return is multiplied by the leverage factor on each day. Other frequencies of re-balancing could be used but the actual leverage an investor would be exposed to would depend at what point of time they bought the investment. [View document](#)



### ***Liquidity Explained***

The major benefit of an Exchange Traded Product (ETF/ETP) is that it gives access to very liquid underlying markets and its own liquidity reflects this. Investors often assume that liquidity in ETFs/ETPs is derived from ETF/ETP volumes. ETFs/ETPs even if thinly traded and can still be liquid...

[View document](#)



### ***Counterparty Risk Fact Sheet***

Boost ETPs have a robust and transparent collateral structure, which Boost believes offers ETF/ETP investors a best of breed counterparty risk model, where ETF/ETP investors' interests are aligned with Boost... [View document](#)



## Disclaimer

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The value of an investment in ETPs may go down as well as up and past performance is not a reliable indicator of future performance. An investment in ETPs is dependent on the performance of the underlying index, less costs, but it is not expected to match that performance precisely. ETPs involve numerous risks including among others, general market risks relating to the relevant underlying index, credit risks on the provider of index swaps utilised in the ETP, exchange rate risks, interest rate risks, inflationary risks, liquidity risks and legal and regulatory risks.

ETPs offering daily leveraged or daily short exposures (“**Leveraged ETPs**”) are products which feature specific risks that prospective investors should understand before investing in them. Higher volatility of the underlying indices and holding periods longer than a day may have an adverse impact on the performance of Leveraged ETPs. As such, Leveraged ETPs are suitable for institutional and retail investors who are sophisticated (as defined by the FCA), wish to take a short term view on the underlying indices and can understand the risks of investing in Leveraged ETPs. Investors should refer to the section entitled “Risk Factors” and “Economic Overview of the ETP Securities” in the Prospectus for further details of these and other risks associated with an investment in Leveraged ETPs and consult their financial advisors as needed. Neither WisdomTree Europe Ltd. nor the Issuer has assessed the suitability of any Leveraged ETPs for investors other than the relevant Authorised Participants.

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